

## Abstract of the Disclosure

From the facsimile apparatus of an advertiser, facsimile registration information indicating registrant ID, category ID, and advertisement contents is received. Image data of the advertisement contents are stored into advertiser-dedicated page data corresponding to registrant ID and category ID. From a subscriber-side processing apparatus to an advertisement service/management processing apparatus, a sending request for the advertisement contents stored in the advertiser-dedicated page data is sent. The requested advertisement contents are read from the advertiser-dedicated page data. The advertisement contents are sent to the subscriber-side processing apparatus which is a request source. When the sent advertisement contents are received, the advertisement contents are outputted to an output device of the subscriber-side processing apparatus.